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The listing of Claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Previously Presented) A computer implemented commodity sales number forecasting system for calculating a forecast sales number of a commodity at each shop for the commodity sold in a group of shops within a predetermined district, the computer implemented system comprising:

a computer implemented district sales number forecasting section configured to calculate the forecast sales number of a commodity within said predetermined district for each unit advertising district residing within said predetermined district performing sales promotion activity at the same time by use of a predetermined advertising medium; and

a computer implemented shop sales number forecasting section configured to calculate the forecast sales number at each shop by distributing the forecast sales number of said commodity in said unit advertising district to each shop within said unit advertising district.

2.   (Previously Presented) The commodity sales number forecasting system according to Claim 1, wherein said computer implemented district sales number forecasting section comprises:

a computer implemented district ratio calculating portion configured to calculate a forecast sales number ratio of the forecast total sales number of said commodity at said shop within said unit advertising district to the forecast total sales number of said commodity in said group of shops within said predetermined district; and

a computer implemented district sales number calculating portion configured to calculate the forecast sales number of said commodity in said each unit advertising district from the forecast total sales number of said commodity at the shop within said predetermined district and said forecast sales number ratio.

3.   (Previously Presented) The commodity sales number forecasting system according to Claim 2, wherein said commodity consists of a plurality of kinds of unit goods, said

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district sales number calculating portion acquires a ratio of the commodity sales number of said plurality of kinds of unit goods to a forecast total number of visitors coming to said group of shops and calculates the forecast total sales number for each of said unit goods in said group of shops from said ratio and said forecast total number of visitors.

4.   (Previously Presented) The commodity sales number forecasting system according to Claim 1, wherein said computer implemented district sales number forecasting section calculates the forecast sales number of said commodity within said predetermined district for each unit advertising district residing within said predetermined district performing sales promotion activity at the same time by referring to past achievement of commodity sales when performing the sales promotion activity.

5.   (Previously Presented) A computer implemented commodity sales number forecasting system comprising:
        a computer implemented district purchasing trend forecasting section configured to calculate a forecast index representing a customers' purchasing trend for each commodity in each unit advertising district performing sales promotion activity at the same time by means of a predetermined advertising medium;
        a computer implemented shop purchasing trend forecasting section configured to calculate a forecast ratio of said forecast index at a predetermined shop within said unit advertising district to said forecast index in said unit advertising district; and
        a computer implemented shop commodity sales number calculating section configured to calculate the forecast sales number of said commodity at said predetermined shop on the basis of said calculated forecast index, said forecast ratio and a forecast number of visitors coming to said predetermined shop.

6.   (Previously Presented) The commodity sales number forecasting system according to Claim 5, wherein said computer implemented shop purchasing trend forecasting section calculates said forecast ratio by comparing a ratio of said forecast commodity sales

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number in said unit advertising district calculated on the basis of the past achievement to the forecast number of visitors coming to said predetermined shop and a ratio of the forecast commodity sales number at said predetermined shop to the forecast number of visitors coming to said predetermined shop.

7. (Previously Presented) The commodity sales number forecasting system according to Claim 5, wherein said computer implemented shop purchasing trend forecasting section calculates said forecast index at said predetermined shop by referring to the past achievement of commodity sales when performing the sales promotion activity.

8. (Previously Presented) The commodity sales number forecasting system according to Claim 5, wherein the forecast number of visitors coming to said predetermined shop is calculated from a forecast sales amount at said predetermined shop and a forecast average visitor unit price at the predetermined shop that are determined on the basis of the past achievement.

9. (Previously Presented) A computer implemented commodity sales number forecasting method of calculating a forecast commodity sales number in each unit district within a predetermined district where a plurality of unit districts are grouped by the use of a computer, comprising the following carried out by a computer:

calculating a forecast total commodity sales number within said predetermined district;

calculating a forecast ratio of a forecast commodity sales number per unit visitor number in said unit district to a forecast commodity sales number per unit visitor number in said predetermined district; and

calculating a forecast total commodity sales number within said unit district using said forecast total commodity sales number and said forecast ratio.

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10.   (Previously Presented) The commodity sales number forecasting method according to Claim 9, wherein said unit district is set up as the district performing a sales promotion activity at the same time using a predetermined advertising medium.

11.   (Previously Presented) The commodity sales number forecasting method according to Claim 9, wherein the past data of the commodity sales number within the predetermined district is stored in a storage device, and said calculating a forecast total commodity sales number further comprises reading the data of the commodity sales number in the past term having the same property as the term to calculate the forecast commodity sales number in said unit district from said storage device and calculating said forecast total commodity sales number on the basis of said data.

12.   (Previously Presented) The commodity sales number forecasting method according to Claim 9, wherein the past data of said forecast ratio is stored in a storage device, and said calculating a forecast ratio further comprises reading the data of the ratio of the commodity sales number per unit visitor number in said unit district to the commodity sales number per unit visitor number in said predetermined district in the past term having the same property as the term to calculate the forecast commodity sales number within said unit district and calculating said forecast ratio on the basis of said data.

13.   (Previously Presented) A computer program product for calculating a forecast commodity sales number at a shop, said computer program being executed on a computer comprising:
a first unit configured to calculate a forecast ratio of a commodity selling index at said shop to a commodity selling index within a unit district to which said shop belongs;
a second unit configured to acquire a forecast value of said commodity selling index within said unit district; and
a third unit configured to calculate a forecast value of said commodity selling index at said shop from the forecast value of said commodity selling index acquired by said second unit

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and said forecast ratio calculated by said first unit and ~~calculating~~ calculate the forecast commodity sales number at said shop on the basis of said forecast value.

14. (Previously Presented) The computer program product according to Claim 13, wherein said commodity selling index is a commodity sales number per unit visitor number.

15. (Previously Presented) The computer program product according to Claim 13, further comprising a fourth unit configured to display said commodity selling index calculated by said third unit on a display screen, and a fifth unit configured to modify the calculated result of said fourth unit on said display screen.

16. (Original) The computer program product according to Claim 13, wherein said first unit comprises calculating said forecast ratio for a predetermined commodity by referring to an achievement ratio of the commodity selling index at said shop to the commodity selling index within the unit district to which said shop belongs for the predetermined commodity or its similar commodity from the past achievement data of commodity sales.

17. Cancelled.